





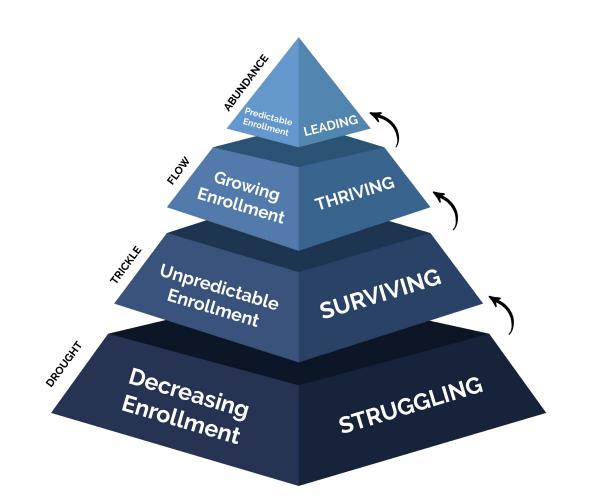
Hello I'm Al and I'm the Enrollment Growth Manager

## My goal for today's webinar:

To show you an entirely **new and simple** strategy that allows our schools to consistently get in front of the **right parents** online, tell the school's story in a way that attracts them

## <u>AND</u>

generate the right Return On Investment!



## A few things about us...

200+ SCHOOLS 5 YEARS 60 EXPERTS NYC

400,000+ PARENTS ENGAGED MONTHLY

































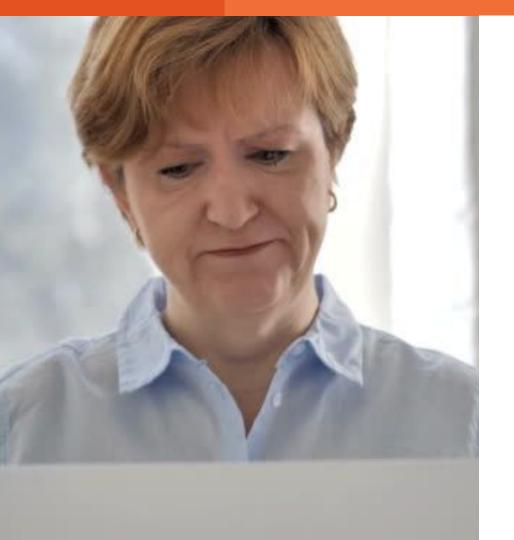












It wasn't always like this.



We started with **teachers!** 



So how does that work?



Our Unique Selling Points



Our Unique Selling Points

### **PARENT**





Our Unique Selling Points

### **PARENT**







Our Unique Selling Points

Word Of Mouth

## **PARENT**





Our Unique Selling Points

Marketing

## **PARENT**



### **20,000 FAMILIES REACHED**

They watch videos, slideshows, images and intriguing stories about all the core unique selling points of your school.

### 3,200 FAMILIES ENGAGED

They click on all of the above, they go to the new isolated web pages to discover more.

### **350** FAMILIES TOOK ACTION

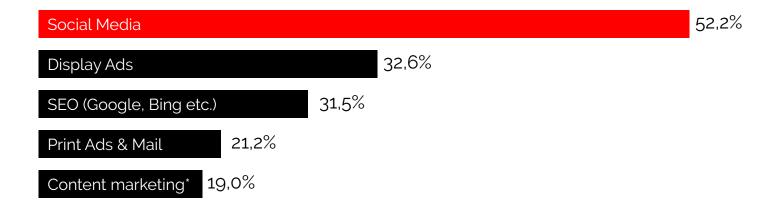
They like & comment, many download our infographics, and several inquire and schedule a tour.

# Does this make sense?

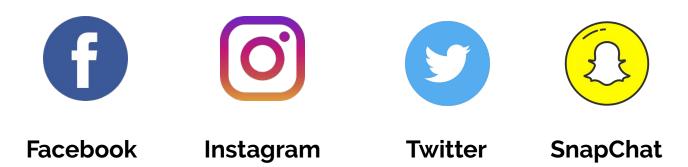
### **BUILD YOUR WAITLIST**



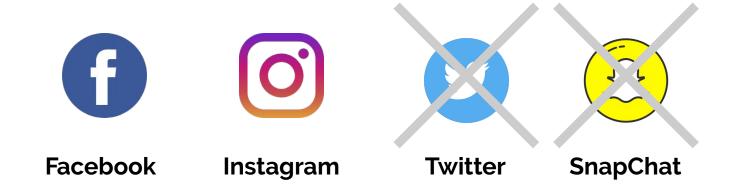
**SECRET#1: WHERE** can we get in front of the right parents, without spamming them or losing money



<sup>\*</sup>Suitable for long term marketing strategies



And many more



And many more





1k parents in your area will see your ad for \$7 (ad cost)

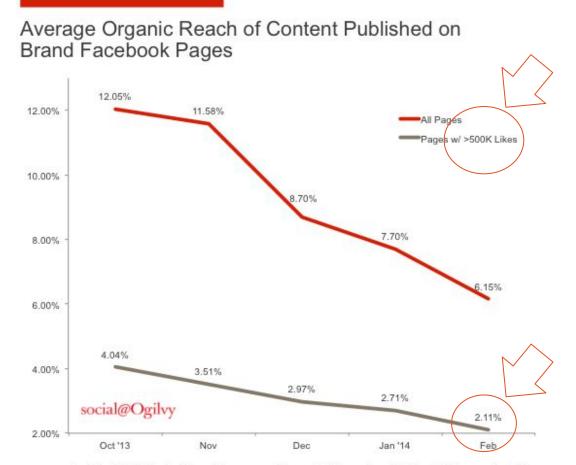
Ads appear friendly and natural. Not spam.

Ads appear between posts from friends, family etc.

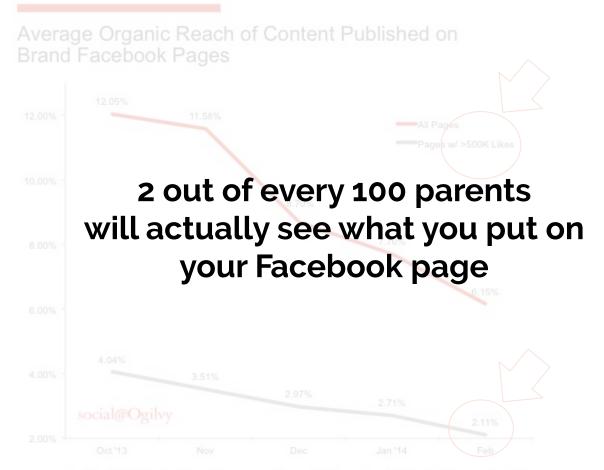
The ads are seen only by the parents we choose.

The ads are not posts on your Facebook page.

We can see exactly if and when parents viewed the ads.



Analysis of 100+ Facebook Brand Pages around the world with more than 48 million total fans conducted by Social@Ogilvy in February 2014. Please see our report, "Facebook Zero" at <a href="http://social.ogilvy.com">http://social.ogilvy.com</a> for details.



Analysis of 100+ Facebook Brand Pages around the world with more than 48 million total fans conducted by Social@Ogilvy in February 2014. Please see our report, "Facebook Zero" at <u>http://social.ogilvy.com</u> for details



## Parents are on Facebook 7 times/day

+

Most parents are on Facebook before 7am

+

Parents are **1.6x times** more engaged than non parents

**SECRET#1: WHERE** can we get in front of the right parents, without spamming them or losing money

# SECRET#1: WHERE — f



**SECRET#2: HOW** to find out which ads will win their trust, without randomly promoting photos or videos.

# I'm sure all of you understand the concept of advertising.

For example, you choose a nice photo from your school and you add a strong text message, you put this on a newspaper, a billboard or a mailer and that's it.

## Well on social media things are far more complex.

You have to choose who should see each ad, which types of ads they'll see (video, image, slideshow), what happens after they see the ad, how many times they should see it per day, and so on.

At least **70 factors** influence the success of an ad on social media.





Now I'll show you how we do it for our schools, so if you want to implement advanced marketing campaigns for your own school, get your notebook or your iPad ready as I'll show you exactly what works and what doesn't.

## First, we start by putting ourselves in their shoes to understand how they experience the process of comparing and choosing a school.

Here's what I mean.



**The Johnsons** 

### **SCHOOL OPTIONS**

Public, Charter, Online/Homeschooling, Private





**The Johnsons** 

Public, Charter, Online/Homeschooling, Private



























**The Johnsons** 

Public, Charter, Online/Homeschooling, Private



























## **The Johnsons**

1. Friends have their children there

Public, Charter, Online/Homeschooling, Private





- 1. Friends have their children there
- 2. Too far or not a good fit

Public, Charter, Online/Homeschooling, Private





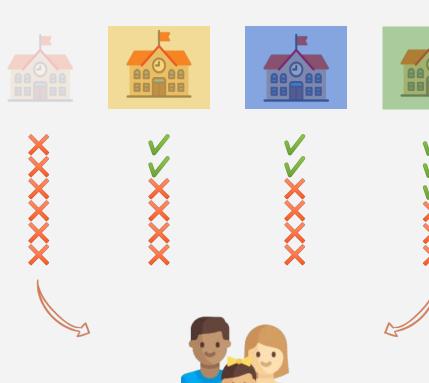
- 1. Friends have their children there
- 2. Too far or not a good fit
- 3. They've seen a newspaper ad

Public, Charter, Online/Homeschooling, Private

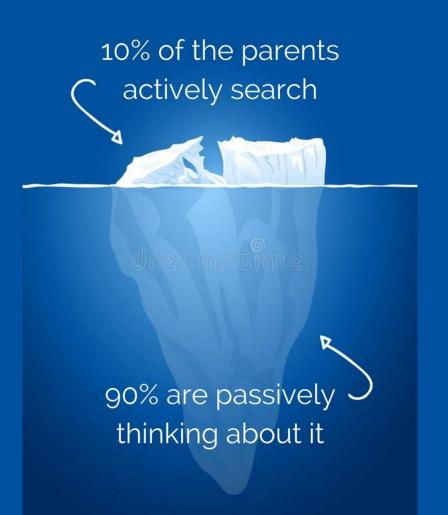


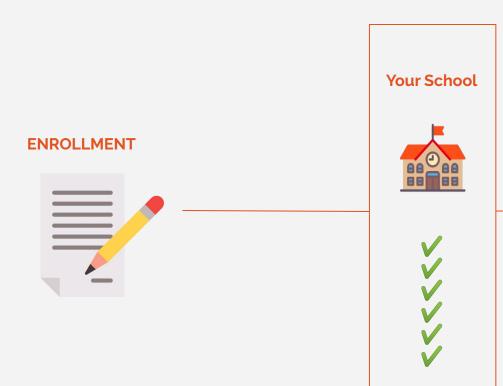


- 1. Friends have their children there
- 2. Too far or not a good fit
- 3. They've seen a newspaper ad
- 4. They've seen a billboard



**The Johnsons** 







# In order to understand and guide their selection process, we break it down into 2 main blocks.

## **PRIORITIES**

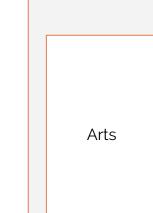


**The Johnsons** 

Safety	Academics	Music	PRIORITIES
Arts	Sports	Distance	
			The Johnsons
College	After-school	Values	

## **PRIORITIES**

Academics



Music



**The Johnsons** 

Sports

Distance

Values

## **PRIORITIES**

The Claytons hnsons

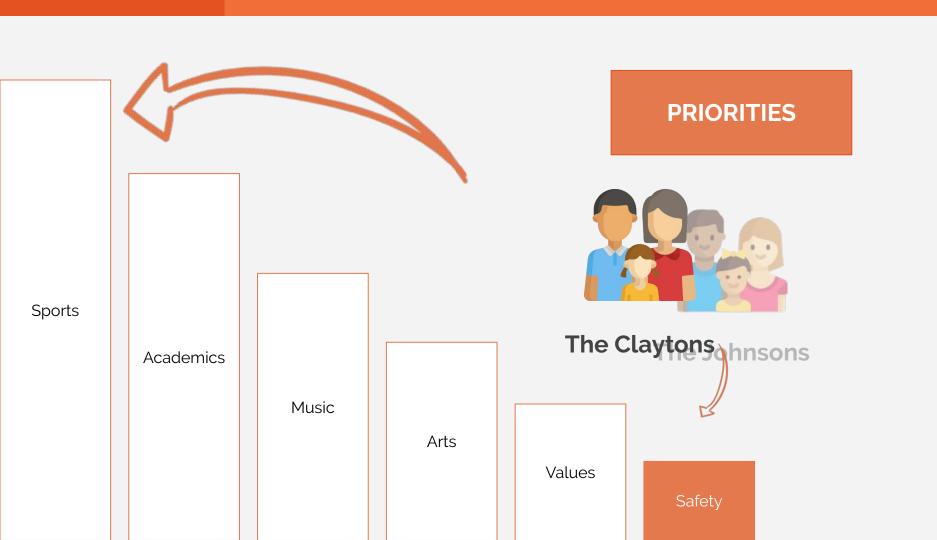
Sports

Values

Academics

Music

Arts





## **The Johnsons**



**The Claytons** 

## **MINDSET**

## Parents like me

Am I going to be the weird parent?



**The Johnsons** 



**The Claytons** 

## Parents like me

Am I going to be the weird parent?

## Kids like mine

Will they fit in...? Will mine look different?



The Johnsons



**The Claytons** 

## Parents like me

Am I going to be the weird parent?

## Kids like mine

Will they fit in...? Will mine look different?

## Schools like this are ... bad

I didn't go to a school like that so.... (perceptions)



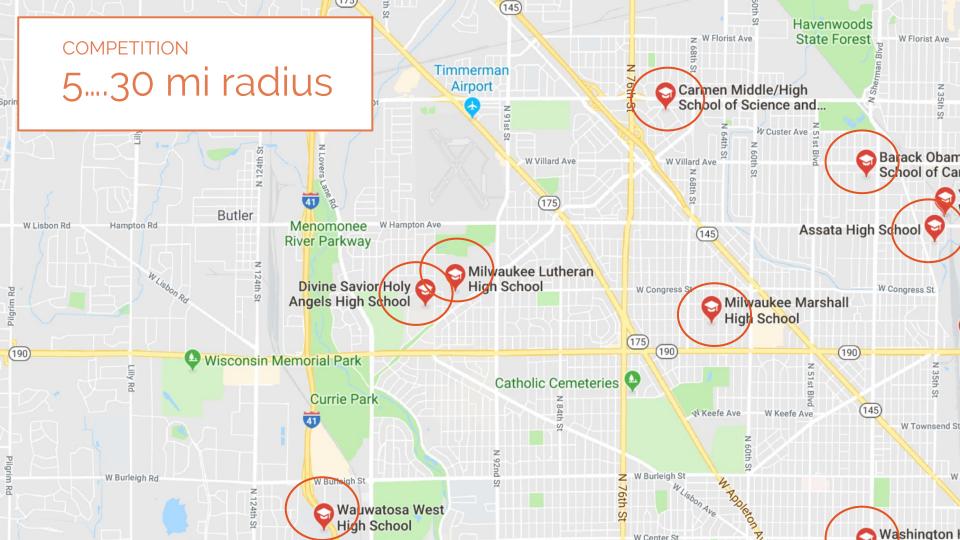
The Johnsons



The Claytons

## In order to be able to create marketing campaigns

that resonate with them and win their trust, we use the following process.











**BLOGs+++** 









Great



盦





### RECENT COMMENTS



### Overall experience \*\*\*

Bad

Terrible



Average

I loved NYM. I would not have wanted to go anywhere else, the college prep was very good, many options for college classes to preview for the actual college experience.

Good



STRONGLY AGREE: Teachers at this school are effective.

Because NYM is a small and community orientated town the teachers are very involved in the students day-to-day life. All of the teachers know every child by name and even know things they enjoy doing.

Report

STRONGLY AGREE: This school effectively supports students with learning differences.

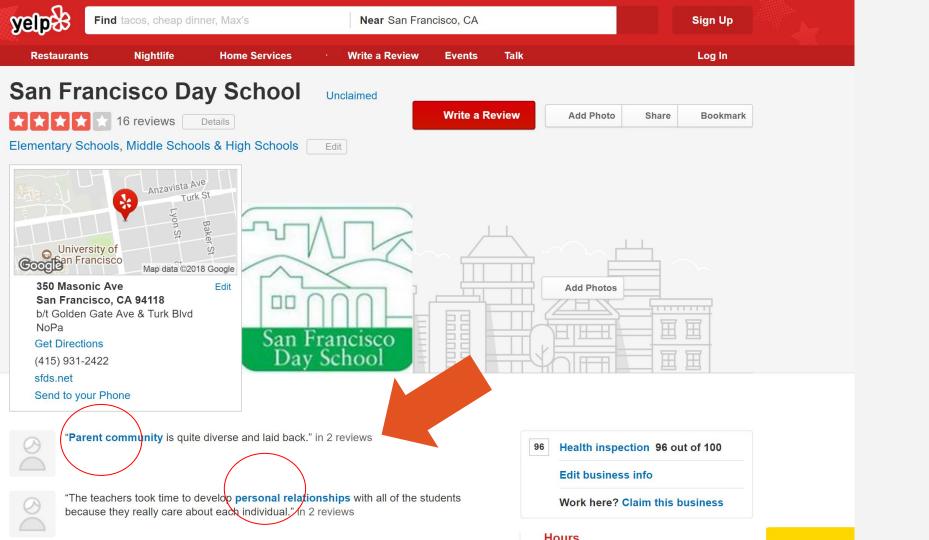
The teachers know that not all kids learn the same way, they adapt to suit all needs

Report

Submitted by a student · August 15, 2017



Report Review





The teachers provide





### Hilldale School

79 Florence St, Daly City, CA, USA





Sort by: Most helpful ▼



#### Erik Boice

4 reviews

\*\* \* \* \* a month ago

The curriculum is advanced yet the students have fun. It's a small community in a unique, natural setting. Hilldale is a special place.



Like



#### Jeremiah Odise

Local Guide · 59 reviews · 1 photo



Advanced curriculum, amazing teachers with exceptional qualifications. Inclusive, small community, family/student oriented vibe. more affordable than many other advanced schools.

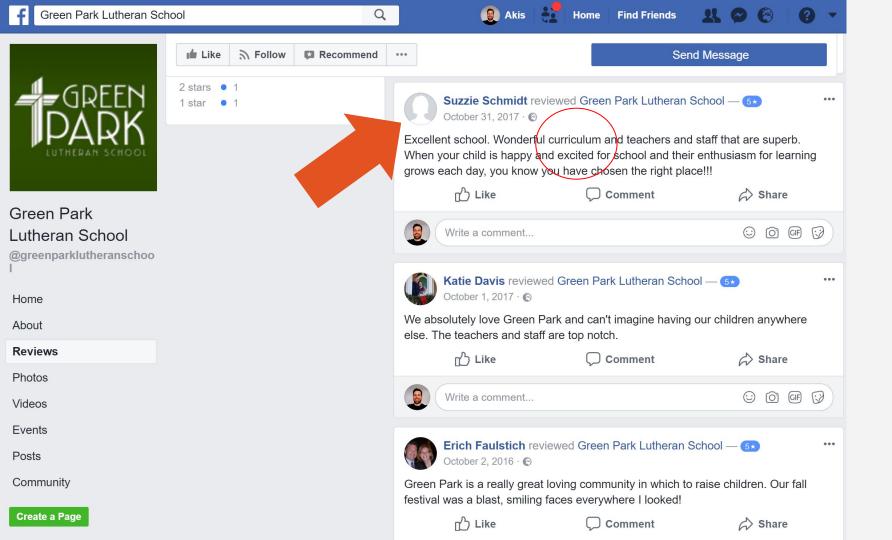


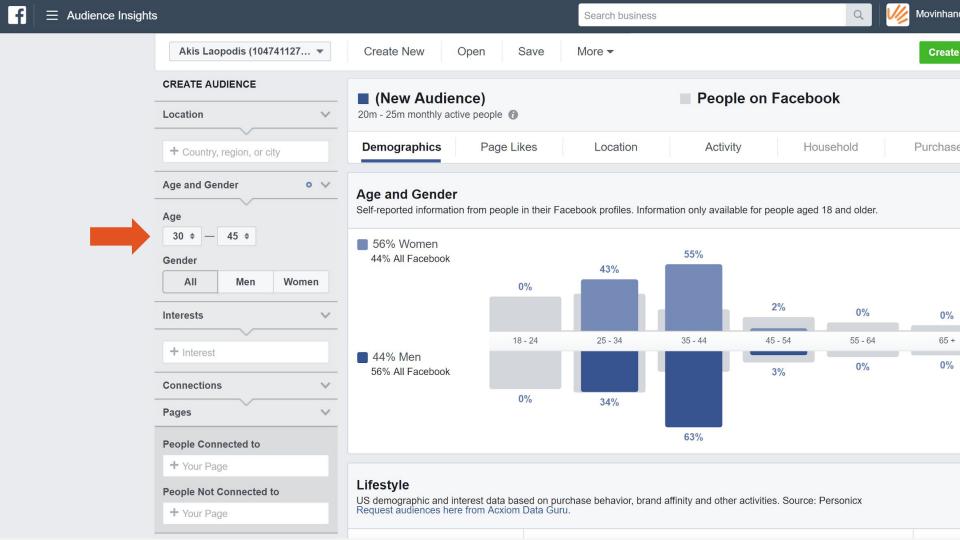


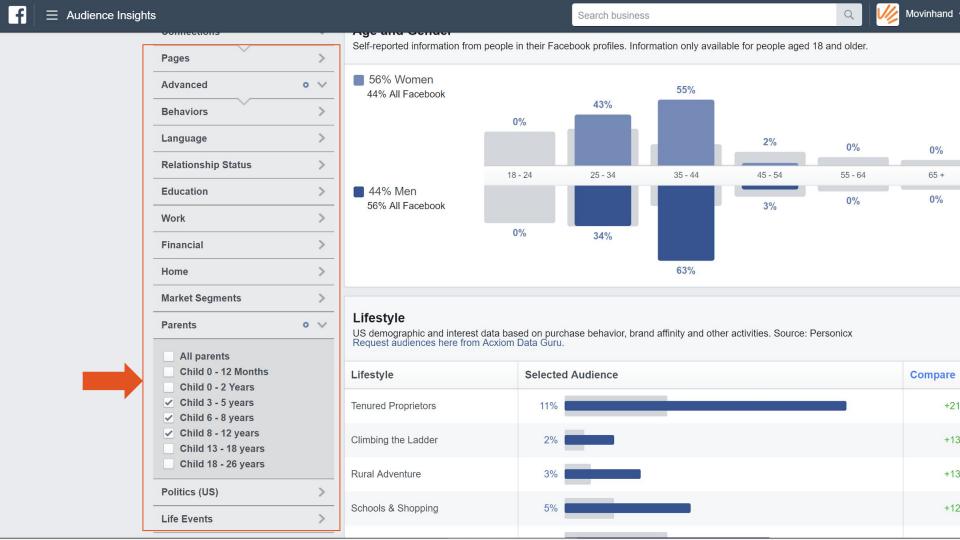
#### Jackie Pousson

reviews









Surveys target prospective families in the area! Q1. What are your 2 most important priorities when choosing a school for your child (other than tuition)?



① Percent (Respondents) is calculated by dividing each answer count by the total unique respondents. Percent (Answers) is calculated by dividing each answer count by the total counts collected.

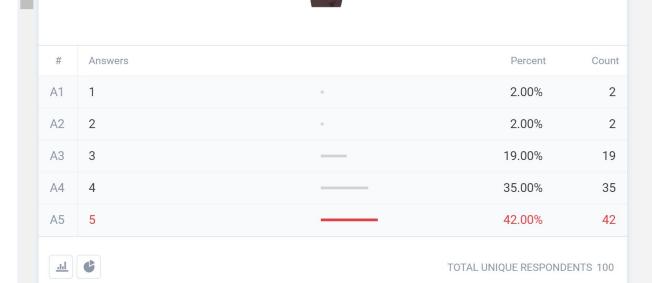
	#	Answers		Percent (Respondents)	Percent (Answers)	Count
	A1	Academic outcomes: Grades, SAT/ACT, Graduation Rate		44.00%	25.00%	44
	A2	Culture, Safety & Environment		55.00%	31.25%	55
	А3	Teacher credentials	_	24.00%	13.64%	24
	A4	Extracurriculars	_	18.00%	10.23%	18
•	A5	College success rate	_	32.00%	18.18%	32

RATING STARS

Q2. How happy are you with your child's school at the moment?

</>

Surveys target prospective families in the area!



## MARKETING PLAN

REVIEWS & REPUTATION

1. What are their **priorities** 

FACEBOOK DATA

**SURVEYS** 

## MARKETING PLAN

REVIEWS & REPUTATION

1. What are their **priorities** 

2. What's their **mindset** 

FACEBOOK DATA

**SURVEYS** 

## MARKETING PLAN

REVIEWS & REPUTATION

**FACEBOOK** 

**DATA** 

What are their **priorities** What's their **mindset**

3. How to tell the school's **story** 

**SURVEYS** 

## REVIEWS & REPUTATION

FACEBOOK DATA

**SURVEYS** 

- 1. What are their **priorities**
- 2. What's their **mindset**
- 3. How to tell the school's **story**
- 4. How to connect emotionally

## REVIEWS & REPUTATION

FACEBOOK DATA

**SURVEYS** 

- 1. What are their **priorities**
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- 5. How to increase the **perceived value**

## REVIEWS & REPUTATION

FACEBOOK DATA

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- 1. What are their **priorities**
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- 5. How to increase the **perceived value**
- 6. What images and videos to use

## REVIEWS & REPUTATION

FACEBOOK DATA

**SURVEYS** 

- 1. What are their **priorities**
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- 3. How to tell the school's **story**
- 4. How to connect emotionally
- 5. How to increase the **perceived value**
- 6. What images and videos to use
- 7. What **texts** to use

### **COMPETITION**

# MARKETING PLAN

REVIEWS & REPUTATION

FACEBOOK DATA

**SURVEYS** 

- 1. What are their **priorities**
- 2. What's their **mindset**
- 3. How to tell the school's **story**
- 4. How to connect emotionally
- 5. How to increase the **perceived value**
- 6. What images and videos to use
- 7. What **texts** to use
- 8. Any web pages, eBooks, Infographics



**SECRET#2: HOW** to find out which ads will win their trust, without randomly promoting photos or videos.



**SECRET#2: HOW** to find out which ads

REVIEWS & REPUTATION

REVIEWS & REPUTATION

1. What are their priorities
2. What's their mindset
3. How to tell the school's story
4. How to connect emotionally
5. How to increase the percieved value
6. What images and videos to use
7. What texts to use
8. Any web pages, eBooks, Infographics



**SECRET#2: HOW** to find out which ads What images and videos to use

v to increase the percieved value

Any web pages, eBooks, Infographic

**SECRET#3: HOW** to build your marketing campaign, without feeling overwhelmed (or becoming an expert)

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They watch videos, slideshows, images and intriguing stories about all the core unique selling points of your school.

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They click on all of the above, they go to the new isolated web pages to discover more.

### **350** FAMILIES TOOK ACTION

They like & comment, many download our infographics, and several inquire and schedule a tour.

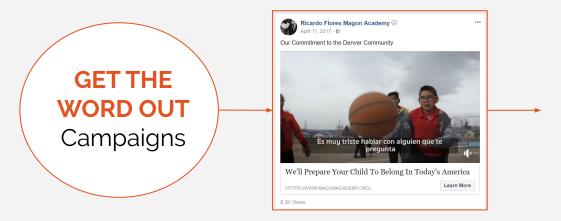
Get The Word Out

Create Trust & Connect

**Inquiry Machine** 



# Digital Branding Ads



# Digital Branding Ads



### Storytelling Ads



GET THE WORD OUT Campaigns

# Digital Branding Ads

# Storytelling Ads

Thematic Web Pages











# al E**lmages & Photos** orytelling

Web Pages

**GET THE WORD OUT**Campaigns

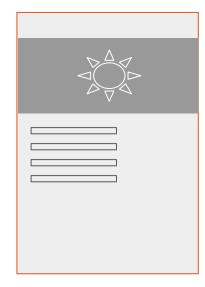




# Thematic Web Pages



# Your Website



VS.



# **GET THE WORD OUT**Campaigns

CREATE
TRUST &
CONNECT
Campaigns

# Engagement Ads



### GET THE WORD OUT Campaigns

CREATE
TRUST &
CONNECT
Campaigns

# Engagement Ads

Roselle Catholic High School



# Infographic /eBook Ads



### GET THE WORD OUT Campaigns

CREATE
TRUST &
CONNECT
Campaigns

# Engagement Ads



# Infographic /eBook Ads

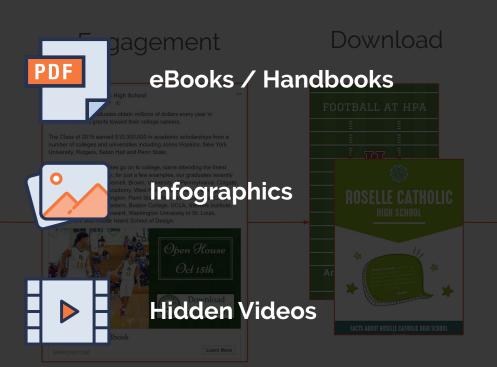
FACTS ABOUT ROSELLE CATHOLIC HIGH SCHOOL

# Inquiries /Conversations



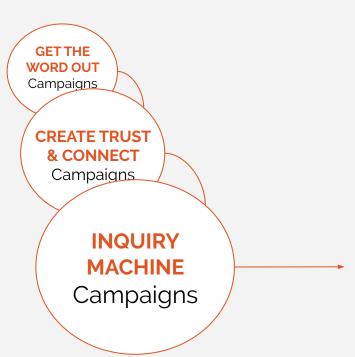


CREATE
TRUST &
CONNECT
Campaigns



### Conversation





# GET THE WORD OUT Campaigns CREATE TRUST

& CONNECT Campaigns

INQUIRY MACHINE
Campaigns

# Track inquiries (software)



# GET THE WORD OUT Campaigns CREATE TRUST & CONNECT Campaigns

INQUIRY MACHINE Campaigns

# Track inquiries (software)



### Calls / Tours





Track inquiries (software)

Calls / Tours



The *	**************************************	June 2018			
First name	Last name	Phone	Email	Visit Date	Attendance (Select Value)
Maria.	20000000	202-000-000	xxxxxxxxxxxgyahoo.com	05/22/18	Yes
Courtney	X00XX	202-000-000	xxxxxxxxxxgmail.com	06-26-18	Yes
John	X000000	202-000-000	xxxxxxxxxxxyahoo.com	05/22/18	Yes
Bisabeth	XXXXXXX	202-000-000	xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx	06-26-18	Yes
Craig	XXXXXXX	202-000-000	xxxxxxxxxxxyahac.com	05/22/18	No
Martha	XXXXXXX	202-000-000	xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx	05-25-18	Yes
Jeremy	XXXXXXX	202-000-000	xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx	05/22/18	No
Army	XXXXXXX	202-000-000	xxxxxxxxxxxgmail.com	05-25-18	Yes

First name	Last name	Phone	Email	Visit Date	Attendance (Select Value)
Maria	XXXXX	202-000-000	xxxxxxxxxayahoo.com	05/22/18	Yes
Courtney	XXXXX	202-000-000	xxxxxxxxxagmail.com	06-26-18	Yes
John	XXXXX	202-000-000	xxxxxxxxx@yahoo.com	05/22/18	Yes
Elisabeth	XXXXXX	202-000-000	xxxxxxxxxahotmail.com	06-26-18	Yes
Craig	XXXXXX	202-000-000	xxxxxxxxxx@apple.com	05/22/18	No
Martha	XXXXX	202-000-000	xxxxxxxxxagmail.com	06-26-18	Yes
Jeremy	XXXXX	202-000-000	xxxxxxxxxamail.com	05/22/18	No
Amy	XXXXXX	202-000-000	xxxxxxxxxagmail.com	06-26-18	Yes



# Digital Branding Storytelling Web Pages





Digital Branding

Storytelling Web Pages

Engagement

Downloads Conversations





Digital Branding

Storytelling Web Pages

Engagement

Downloads Conversations

Calls / Tours





**SECRET#2: How** to find out which ads ——

How to increase the percieved value
 What images and videos to use
 What texts to use
 Any web pages, eBooks, Infographic

**SECRET#3: HOW** to build your marketing campaign, without feeling overwhelmed (or becoming an expert)



SECRET#2: How to find out which ads

FACEBOOK DATA

1. What are their priorities
2. What's their mindset
3. How to tell the school's story
4. How to connect emotionally
5. How to increase the percieved value
6. What images and videos to use
7. What leads to use
8. Any web pages, eBooks, Infographics

**SECRET#3: HOW** to build it



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**QUESTIONS?**